

**CCEC Bulletin Insert
Costs and Recommendations
July 29, 2005**

As requested, we have pulled media and printing costs for inserting the Clean Elections Bulletin into the State's leading newspapers: *The Arizona Republic* and the *Tucson Daily Star*. Below are the media and printing costs:

Description	Circulation (full run)	Media Cost	Printing Cost	Total
The Arizona Republic	442,836 daily 539,289 Sunday	\$20,082 \$25,130		
Tucson Daily Star/Citizen	150,000 daily 529,289 Sunday	\$6,900 \$8,874		
Total	592,836 daily 719,289 Sunday	\$26,982 \$34,004	\$54,000 \$64,000	\$80,982 \$98,004

Below are a number of things that the Commission may want to consider if the objective is to educate citizens about the Act and the work the Commission does:

- A newspaper insert will have a lot of waste associated with it. Many people throw away the inserts from the newspaper. Those that are looking through newspaper inserts are likely focused on shopping. Therefore, this may not be the optimal vehicle to accomplish the task of education. Several OMA staff members have a great deal of experience in the newspaper insert arena.
- Another thing to consider is the content itself. Simply reprinting the current Bulletin puts that content in an environment that is out of context. If a printed insert is to be utilized, a specially designed piece – which will work harder to achieve the objective – should be utilized. One that invites people to read and learn.
- Funds would be more efficiently spent in an online educational campaign. This can be much better targeted to high-efficacy voters. In this effort, search engine optimization, on-line advertisements and Web site jump pages could be utilized.
 - To thoroughly cover Arizona with a comprehensive online advertising campaign to promote the CCEC bulletin, we estimate approximately \$25,000 in online media costs. This would include ads in online versions of The Arizona Republic, the Tucson Daily Star, The Arizona Daily Sun, East Valley Tribune, Yuma Sun, Lake Havasu Today's News-Herald, Prescott Courier, Casa Grande Dispatch, and Coolidge Examiner. These ads would be augmented with Web advertisements on KTAR's Web site as well as Yahoo! and possibly CNN/AOL (in the news section). For these national ads, they would be geo-targeted so that they were only viewed by Arizona residents.
 - In addition to the online display ads, we would engage in a paid search campaign (similar to the Google and Overture campaign during the past election cycle). We estimate approximately \$3,000 for this effort, which would direct people to the CCEC Web site and bulletin when searching for Clean Elections, Campaign Finance and similar search queries.

- We estimate approximately \$6,500 to create the Internet ads and the downloadable PDF version of the Bulletin.
- Readers could be directed to the CCEC Web site where they could download a PDF that would contain much of the same type of information that would be found in a printed piece – without the expense of printing.